



# SEPTEMBER 2003 NEWSLETTER

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## BRIGHT IDEAS:



### Phoenix, AZ

Great news for those who want to try the OMO promo but don't want to invest in OMO chips. Melinda's daughter, Michelle, suggested using cards. Melinda and her sister, Paula (Phoenix store), worked on the security issues. The card (example enclosed) is difficult for customers to duplicate. We also had a special stamp made with the OMO part of our logo. To discourage dishonest employees from stamping the card of family or friends, the stamping employee places their initials above the stamp. Storeowners with the POS system, can easily track who is getting and redeeming OMOs. Unlike the grandmother card, customers don't have to fill the card before redeeming any OMOs. Cross off or punch the stamps when customers redeem them for prizes or discounts. A box of a thousand cards is \$58. The stamp is \$9. From \$200 to \$400 buys a nice assortment of prizes. Call us for more information on favorite prizes and how to order the cards and stamps.

### Springfield, MO

Laura Beach has an easy, and inexpensive way to reduce black hanger marks on hanger rods and keep them from "squeaking": She uses pop-up furniture wipes. Dollar stores, Walmart and others carry them for about \$1 a pack. A pop-up square will polish nine 4-foot rods. Polished rods are quieter, and hold more.

**It's too tough to decide! Both Springfield AND Phoenix will receive a prize.**

## GRAPEVINE



A new store will be opening soon in Elgin, Illinois. Silvia Talo will open her store in mid-October. Her daughter Bethany will run it. Sylvia is good in business and even wrote her own business plan!! She is fluent in Spanish and her hobby is keeping up with her four grandchildren. Welcome Silvia and Bethany.

## SHOP NEWS:



Other Mothers' sales are up all around the country, AND HOW ABOUT THOSE TRADE-INS! One day trade-in totals include: 40! 57! and 68 per day (Springfield)! Sherri in the Phoenix stores was tired of customers taking their business elsewhere because "drop-offs" had become the norm rather than the exception. She sent her employees a letter letting them know that they would not be leaving the trade-in area until ALL trade-ins were finished. Her stores usually close at 8 and her employees were there until 9 --- with unfinished trades backed-up for days sometimes. Within a week and a half of sending the letter the situation improved.

Employees are finishing with each day's trades by 8:30 p.m. and have NO backlog. Employees are becoming much more efficient, and customers are happier and spending money while they wait for their trade-ins to finish.

If you can't get the tagging/pricing and other processing done this time of year, then consider "seasonal help". Let the new employees know this is our busy season and we do not intend to keep them for more than 2-3 weeks. I do this every year and can evaluate them before I consider hiring them for full-time employment..

## TIME TICKLERS:



Halloween Costumes should be out now. Orange tags mid-October through November. Blue tags begin in December.

## OPPORTUNITIES:



Nancy and Val have been buying new nursing tops for the Boise store. They are a great value at \$3.00 each. Minimum order is 44 tops plus \$35 shipping per case. See enclosed information for how to order.

**BUSY, BUSY BUSY!!**